

Christine Joyce

8/24/09

(19)

From: Jessica Wozniak, MassRecycle [info@massrecycle.org]**Sent:** Monday, August 03, 2009 3:24 PM**To:** Manager Department**Subject:** Your community has signed the Bottle Bill Resolution

Hi

I am emailing to say Thank You!! Your community has signed the resolution in support of updating the Massachusetts Bottle Bill. MassRecycle has been working hard to make the Updated Bottle Bill a reality.

What has MassRecycle been doing?

- Working closely with a coalition of advocates, including Sierra Club, MassPIRG, and Environmental League of Massachusetts.
- Developed a series of web pages, which describe action steps and provide advocacy tools. (www.massrecycle.org/bottlebill)
- Featured the Updated Bottle Bill in the last *In The Loop* free newsletter (www.massrecycle.org/InTheLoop_vol6.pdf)

What else can you do to help?

Since your community has signed the resolution, I wanted to follow up with a few more action items.

- ✓ Mail your resolution to MassRecycle, 60 Thoreau Street, #203, Concord, MA 01453
- ✓ Mail your resolution to your community's Senator and Representative(s). Find yours at www.mass.gov/legis/city_town.htm.
- ✓ Send out a press release to your local newspapers. MassRecycle has developed a template for you (www.massrecycle.org/bottlebill/UBB_PRtemplate.doc)
- ✓ Distribute our Fact Sheet to your residents (www.massrecycle.org/bottlebill/MRubbfactsheet.pdf)
- ✓ Direct your residents to fill out a pledge card, collect them and send them into MassRecycle. (www.massrecycle.org/bottlebill/pledgecard_side1.pdf & www.massrecycle.org/bottlebill/pledgecard_side2.pdf)
- Thank your legislators if they have indicated support!

Don't forget - thank those who have indicated support! Several legislators have indicated support of the Updated Bottle Bill in a Sierra Club questionnaire. If yours are on this list (see www.massrecycle.org/bottlebill/support.html), please call and thank them. It's easy! All you need to say is: "Hi, my name is Jane Smith and I wanted to thank Senator Jones for indicating support on the Updated Bottle Bill."

Thanks again! I will continue to update you on the progress of our efforts. Stay tuned!

=====

Jessica Wozniak
Executive Director
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info@massrecycle.org
www.massrecycle.org
www.massrecyclespaper.org

8/4/2009

PRESS RELEASE

FOR IMMEDIATE RELEASE: August 12, 2009

CONTACT: Board of Selectmen, 978-264-9612

ACTON Supports Updating the Massachusetts Bottle Bill

New bill will save the Town of Acton money on disposal fees

Steven L. Ledoux, Acton Town Manager announced that the Town of Acton has made official its support of the Massachusetts Beverage Container Deposit Law (aka the Bottle Bill) and encourages strengthening the bill by expanding the list of acceptable containers as recommended by Governor Deval Patrick. The Town of Acton encourages its state representatives and our governor to support and vote in favor of updating the bill.

"The addition of bottled water, sports drinks, and teas to the bottle bill will decrease the total volume of municipal solid waste that is collected, thus saving disposal fees and landfill space. The environmental benefits the Bottle Bill will bring to Massachusetts cannot be overstated-reduced waste along our highways and town roadways. That's why the Acton has signed a resolution pledging our support of updating the Massachusetts bottle bill.

According to MassRecycle (the Massachusetts Recycling Coalition), since the bill's inception in 1983, more than 30 billion containers have been redeemed, contributing to a healthier environment, cleaner and safer communities, and a stronger economy. However, many newer beverages, once an insignificant part of the total sold, now comprise about one quarter of all beverages. As consumers' tastes change, the bottle bill must be updated to account for these new bottles/containers.

Adding bottled water, sports drink and tea containers to the bottle bill will boost their recycling rate, divert millions of bottles and cans from landfills to recycling centers, and decrease litter in Massachusetts. It will also add at least \$15 million in badly needed state revenue.

"We thank the Town of Acton for going on the record to support updating the bottle bill," said MassRecycle Executive Director Jessica Wozniak. "The bottle bill is the state's most successful recycling law. Since its inception, the bill has resulted in millions of containers being recycled instead of winding up in our landfills. Containers covered by the bottle bill boast a recycling rate of nearly 80%, while those not covered amount to approximately 20%."

RESOLUTION IN SUPPORT OF UPDATING THE MASSACHUSETTS BOTTLE BILL

Whereas The Massachusetts Bottle Bill, enacted in 1982 has allowed our Town residents to enjoy a cleaner environment by creating an incentive for users of certain beverage containers to recycle those used containers; and,

Whereas, states with deposit laws have higher residential recycling rates of beverage containers than those of non-deposit states, and;

Whereas litter decrease in states with Bottle Bills averages 70-85%, and,

Whereas, through the Massachusetts Bottle Bill, we recycle nearly 80% of containers of deposit containers, but only 20% on non-deposit containers, and

Whereas the Governor of the Commonwealth, and members of the Massachusetts Senate and House of Representatives have recognized that the original bottle bill does not take into account those beverages such as bottled water, sports drinks, and teas.

Whereas the addition of bottled water, sports drinks and teas to the Bottle Bill will decrease the total volume of municipal solid waste that is needed to be collected, thus saving disposal fees and landfill space.

Be It Resolved

That we, the Board of Selectmen Commemorate the 27th Anniversary of the implementation of the Massachusetts Bottle Bill.

Furthermore, Be It Resolved That: the Town of Acton be placed on record as being in support of the Massachusetts Beverage Container Deposit Law and encourages it's strengthening through expanding the list as recommended by the Governor in his proposed budget and currently being considered by the House and Senate Joint Committee on Telecommunications, Utilities and Energy.

Furthermore, Be It Resolved that the Town of Acton goes on record in supporting programs that encourage residents and visitors to return or recycle all beverage containers and other recyclable materials to fully utilize the currently available recycling programs.

Be it Further Resolved that the Town instructs our state representatives and state senators, and our governor to support and vote in favor of updating the Massachusetts Container Beverage Law.

Chairman, Board of Selectmen
TOWN OF ACTON

6/8/09
Date

Call Your State Rep and Senator Today!



Help MassRecycle ensure that the Legislature updates the State's "Bottle Bill." Updating this 1983 law will reduce litter, increase recycling and provide additional funding for your local recycling program.

What is the Bottle Bill?

The Bottle Bill is the common name for Massachusetts General Law (MGL) c.94, s.321-327. The law imposes refundable deposits on beer and soda containers thus providing a financial incentive for the public to return them for recycling.

Why update the Bottle Bill?

The goal of the Bottle Bill is to target beverage containers that generate most of the litter. In 1983, when the law was created, those were beer and soda containers, and the bottle bill has been effective in reducing the number of these found in litter. Today, much of the litter comes from non-carbonated beverages (water, juice, sport drinks, etc.) that have become common over the last few years. We need to update the Bottle Bill to keep it effective. There are many others reasons to update this law – see the next page for more!

How to update the Bottle Bill?

To update the law, the Legislature must pass a bill that would expand the containers covered under the law to include away-from-home beverage containers that are not carbonated, such as water, juice, sport drink, ice tea. The updated Bottle Bill would exclude milk beverages, medicines, and infant formula. MassRecycle supports updating the Bottle Bill to include only containers 1 liter (33.5 oz) or less.

What happens to unclaimed deposits?

When a bottle is not returned for deposit (e.g. discarded as trash or placed in a regular recycling bin), the unclaimed deposit currently goes to the state's general fund. Proponents of the Updated Bottle Bill hope to designate a portion of the unclaimed bottle deposit revenue from bottles included in the updated bill for recycling related initiatives.

Would this help the state's budget problems?

Yes. The state currently receives over \$37 million per year in unclaimed deposits. It is expected that updating the Bottle Bill will generate an additional \$15-20 million in revenue.

How effective is the Bottle Bill?

In Massachusetts, 68% of deposit containers were returned in 2004. Compare this to 23% average recycling rate for beverage containers in states without a Bottle Bill.

Take Action NOW – It is Easy!

*** Call your State Representative and State Senator and send him/her this fact sheet (see box with suggested message)**

Here is how to find his/her contact information: www.mass.gov/legis/city_town.htm

*** Email MassRecycle to help us document your efforts and if you or the legislator has questions**

Send a quick email to info@massrecycle.org with the names of the state rep and senator you called and/or the questions you need answered.

*** To read the text of the proposed bills and for more information** Visit www.massbottlebill.org

Call your State Representative and Senator and say:

"I am calling to ask you to support the update of the state Bottle Bill..."

Offer to fax, email, or mail them a copy of this fact sheet.

Ask if they have received other calls from your community, if not, ask your friends to call too.

Top 10 Reasons to Update the Bottle Bill



1. **Catch up with consumer habits** ~ Since the original Bottle Bill was implemented in 1983, many new types of beverages have been introduced to the market. More than 400 million of these new beverages are consumed each year in Massachusetts, and are not redeemable under the original Bottle Bill.
2. **Reduce litter** ~ Recent litter studies in Massachusetts have determined that non-redeemable beverage containers are far more likely to end up as litter than deposit containers, even though there are almost twice as many deposit containers sold.
3. **Recover and recycle valuable materials** ~ Plastic, aluminum and glass beverage containers can't be recycled back into new consumer goods and containers if they've been thrown away. About 75% of deposit containers are recycled, while less than 35% of non-deposit containers are. What a waste!
4. **Save energy** ~ Recycling plastic, metal and glass containers requires far less energy than extracting, purifying and manufacturing them from raw materials. For example, about 20 recycled aluminum cans can be made from the energy needed to produce one can from virgin ore. Throwing one aluminum can away wastes as much energy as pouring out half that can's volume in gasoline.
5. **Reduce greenhouse gas emissions** ~ Increased recycling reduces the amount of energy needed by industry to make products from raw materials, reducing greenhouse gas emissions.
6. **Create jobs and stimulate the economy** ~ Gains in employment have been demonstrated in nearly every state with a deposit system. Massachusetts gained almost 2,000 jobs with implementation of the original bottle bill, and an increased volume of recycled beverage containers would require an expansion within the recycling industry to handle the extra material.
7. **Reduce waste** ~ Diverting millions of beverage containers from the trash to recycling markets would reduce the amount of solid waste sent to landfills and incinerators.
8. **Generate revenue** ~ While two-thirds of deposit containers collected under the current Bottle Bill are redeemed, unclaimed deposits – about \$35 million annually – are rolled into the Massachusetts General Fund to offset the need for tax revenue. An updated bottle bill would generate an estimated fifteen to twenty million additional dollars in unclaimed deposits, which would fund recycling, water supply, and other State programs.
9. **Support local redemption centers** ~ Redemption centers support local recycling efforts by providing a convenient recycling option to the public. Redemption centers are also a key component of fundraising efforts ("bottle drives") of many local charitable organizations, Scout Troops and school programs.
10. **Producer Responsibility** ~ Bottle bills shift the responsibility of managing beverage container waste from taxpayers to beverage manufacturers and consumers, helping to increase municipal funding for other important local needs.
11. **Increase recycling of away-from-home beverage containers.** An updated bottle bill complements municipal recycling programs by targeting containers that are consumed away from home that are frequently littered or thrown in the trash.

Who else supports updating the Bottle Bill?

- MassPIRG
- Environmental League of Massachusetts
- Massachusetts Sierra Club

MassRecycle is a statewide coalition made up of individuals, governments, businesses, institutions and non-profit organizations dedicated to promoting recycling. To help support our efforts or to learn more about MassRecycle visit www.massrecycle.org or call 617-338-0244.



Dear <CEO>,

Page 1 of 2

Christine Joyce

From: MassRecycle [info@massrecycle.org]
Sent: Friday, May 29, 2009 2:18 PM
To: Manager Department
Subject: Please Support the Updated Bottle Bill

Dear Mr. Steven Ledoux ,

Massachusetts municipalities are paying to manage millions of non-redeemable beverage containers each year as trash or litter. While generally less than disposal, even recycling has a cost associated with it.

Thanks to the Bottle Bill, about 68% of beer and soda containers are redeemed for their deposit, which means municipalities don't have to manage them either as litter, trash or recycling. Since it was enacted in 1983, many new types of beverages have been introduced to the market. More than 400 million containers that are consumed in Massachusetts are not covered by deposits. Less than 1/3 of these are recycled, which means most of them are littered or disposed, at great cost to municipalities.

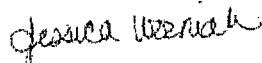
MassRecycle, the state's non-profit recycling coalition, in conjunction with MassDEP, the City of Boston, MassPIRG, Sierra Club and other organizations have been working together for years to update the old Bottle Bill to include beverages that didn't exist in 1982. We invite your community to join us in helping to make it happen this year. New York and Connecticut recently updated their bottle bills to include noncarbonated beverage containers. It's time that those who profit from selling these products in Massachusetts take responsibility for managing their waste.

Our organizations are rallying behind H3515, which also has 50 co-sponsors. The bill, "An Act to Improve Recycling Rates in the Commonwealth" is sponsored by Representative Alice Wolf. The Joint Committees on Telecommunications, Utilities and Energy will hold hearings on this bill and related bills in the fall. MassRecycle is asking the Chief Elected Officials all municipalities to support this bill by signing the attached resolution at your next meeting.

Other pertinent information is attached for your consideration. Your support would be compelling to the legislators, and may make the difference in finally getting this bill out of committee for a vote.

For more information, go to www.massbottlebill.org.

Sincerely yours,



Jessica Wozniak
Executive Director

RESOLUTION IN SUPPORT OF UPDATING THE MASSACHUSETTS BOTTLE BILL

Whereas The Massachusetts Bottle Bill, enacted in 1982 has allowed (your city/town) residents to enjoy a cleaner environment by creating an incentive for users of certain beverage containers to recycle those used containers; and,

Whereas, states with deposit laws have higher residential recycling rates of beverage containers than those of non-deposit states, and;

Whereas litter decrease in states with Bottle Bills averages 70-85%, and,

5/29/2009

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Recycling Benefits
Environmental Tips
Green Office
Resources
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Mass Recycles Paper!



Legislators Indicating Support

Don't forget - thank those who have indicated support!

Several Representatives and Senators have indicated support of the Updated Bottle Bill in a Sierra Club questionnaire. If you Rep or Senator is on this list, please call and thank them. It's easy! All you need to say is: "Hi, my name is Jane Smith and I wanted to thank Senator Jones for indicating support on the Updated Bottle Bill."

Representative Alicea Geraldo
 Representative ~~Cory Atkins~~
 Representative ~~Ruth Balsor~~
 Representative ~~Jennifer Benson~~
 Representative ~~William Brownsberger~~
 Representative Jennifer Callahan
 Representative Linda Campbell
 Representative Christine Canavan
 Representative Katherine Clark
 Representative Cheryl Coakley-Rivera
 Representative Thomas Conroy
 Representative Geraldine Creedon
 Senator Cynthia Stone Creem
 Representative Steven D'Amico
 Representative Stephen DiNatale
 Representative Lori Ehrlick
 Senator ~~James Eldridge~~
 Representative Christopher Fallon
 Representative Mark Falzone
 Representative John Fernandes
 Senator Jennifer Flanagan
 Representative Linda Dorcena Forry
 Senator Anthony Galluccio
 Representative Sean Garballey
 Representative Mary Grant
 Representative Denis Guyer
 Senator John Hart
 Representative Jonathan Hecht
 Representative Kevin Honan
 Representative Jay Kaufman

Representative John Keenan
 Representative Kay Khan
 Representative Peter Kocot
 Representative Robert Koczera
 Representative Stephen Kulik
 Representative William Lantigue
 Representative Jason Lewis
 Representative David Linky
 Representative Barbara L'Italien
 Representative Elizabeth Malia
 Representative Paul McMurtry
 Representative James Micelli
 Senator Mark Montigny
 Representative James Murphy
 Representative Matthew Patrick
 Representative Sarah Peake
 Representative Denise Provost
 Representative Pam Richardson
 Representative Michael Rush
 Representative Tom Sannicandro
 Representative John Scibak
 Representative Carl Sciortino
 Representative Theodore Speliotis
 Senator Karen Spika
 Representative Ellen Story
 Representative David Sullivan
 Representative Timothy Toomey
 Representative Cleon Turner
 Representative Marty Walz
 Representative Alice Wolfe (co-sponsor)

MassRecycle, Inc.
 60 Thoreau Street, #203
 Concord, MA 01742
 Phone: (617) 338-0244
 Email: info@massrecycle.org

IN THE LOOP!

Free newsletter of MassRecycle, the Massachusetts Recycling Coalition

Issue #6, April 2009

Governor Promises More Funding for Recycling Help him keep the promise!



State funding for recycling has declined for the past seven years. In 2002, the state provided \$15 million to fund MassDEP staff to work on recycling and grants to communities for the development of recycling infrastructure. The state's 2009 budget had only \$2.1 million allocated for recycling and was later cut even further, to \$1.6 million. This has left many communities without much-needed grant

funding for the purchase of new recycling bins and educational materials to keep residents recycling.

Traditionally, recycling was funded by unclaimed deposits from carbonated and malted drinks – in cases when consumers chose not to return the bottles and cans to the stores to get their 5-cent deposit back. Currently bottled water, sports drinks, and juice and tea drinks (often sold in the same exact containers as carbonated drinks) are not covered by the deposit system mandated by the state's "Bottle Bill."

To revive funding for recycling, Governor Patrick has recently proposed to expand the Bottle Bill and set up a deposit system for these drinks. The change will generate an estimated \$20 million per year, and the Governor has promised to put \$5 million of that revenue back into recycling programs... *if the Expanded Bottle Bill is passed.*

Offering a refundable deposit on beverage containers does more than create revenue for the state - it also increases recycling and reduces litter. Historically, consumers recycle only 35% of non-deposit containers, but when a deposit is required the recycling rate jumps to 75%!

Help us support the Expanded Bottle Bill! Contact your state legislators to encourage them to pass this bill. You can find your legislator online at: www.mass.gov/legis/city_town.htm.

About MassRecycle

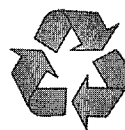
MassRecycle is a non-profit statewide coalition that works to:

- Strengthen local recycling programs,
- Educate businesses and the public about sustainable practices,
- Advocate for recycling in the Legislature,
- Reward recycling champions by presenting annual awards.



Get more information and join the organization at www.MassRecycle.org.

Where to Recycle...



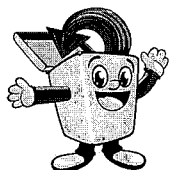
Electronics. Last month Best Buy began an electronics-recycling program at all of their retail stores. Recycling services are free for any item without a screen. There is a \$10 fee charged for TVs, CRTs, monitors and laptops (this fee is offset by a \$10 Best Buy gift card). Visit www.bestbuy.com/recycling for details.

Used Cell Phones. MassRecycle is partnering with Charitable Recycling to help make recycling your old cell phones as easy as 1,2,3!

1. Print out a pre-paid shipping label from www.massrecycle.org/cp_ship_label.pdf
2. Attach the label to a padded envelope and insert your old phones.
3. Drop in the mailbox - postage is already paid!

Please forward the link to the shipping label to your family, friends and co-workers so they can recycle their old phones too!

ASK BINNIE!



*Dear Binnie:
I have so many plastic bags from the grocery store. Can these be recycled or should I throw them in the trash?
Thanks! Jeff*

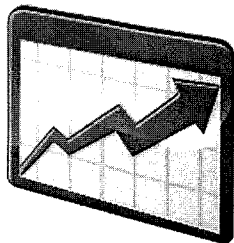
Jeff,

Great question! Your plastic bags can be recycled into products like plastic lumber and trash can liners – so don't throw them away! Visit www.plasticbagrecycling.org to find out which grocery stores near you have a plastic bag recycling station. It is important to always bring your reusable bags whenever you go shopping, but if you forget make sure to reuse and then recycle your bags.

Binnie

To ask Binnie a question visit www.massrecycle.org and click on "ask the staff". He will email you an answer – and your question could even be featured in the next issue of In the Loop!

What's Your Recycling Rate?



Ever wondered what your community's recycling rate is? MassDEP recently posted the 2007 residential recycling rates by municipality online at: www.mass.gov/dep/recycle/priorities/munirate.pdf.

Who are the winners? Residents of Nantucket, Foxborough and

Needham will be pleased to know their towns have some of the highest recycling rates. Residents of those communities recycle 65-90% of their waste, well above the state's average 47%.

On the national level, an industry publication *Waste and Recycling News* recently surveyed the 30 most populous cities in the US and compared their recycling programs. Cities that came out on top include San Francisco, Portland (OR), and Los Angeles. You might be surprised to find out that Boston came in with one of the lowest rates at just 16%. There are lots of challenges the program faces, but we hope that the recent switch to single stream recycling (where residents no longer have to separate paper from other recyclables), will help improve recycling results. The complete results are available online at: www.wasterecyclingnews.com/rankings/mrs2009.html.

Checklist: Boost Your Recycling Rate!

Want to help your community get to a higher recycling rate? Follow these simple steps!

- ☐ **Look at your town's recycling chart** to see if there are things that you haven't been recycling but should. To learn more, contact your city/town hall or use links to community recycling programs at www.mass.gov/dep/recycle/reduce/recyclin.htm
- ☐ **Check if you are recycling all the paper you can.** You may be surprised that window envelopes, spiral-bound notebooks and papers with paperclips and staples are recyclable. Full list of recyclable papers at www.massrecyclespaper.org/paperlist.html
- ☐ **Talk to those who do not recycle and find out why.** It has probably been a while since many of us talked to our friends or neighbors about recycling. It's time to encourage everyone to participate!

In the Member-Only Newsletter

MassRecycle is a member-based organization, and its members receive a special quarterly member-only newsletter. In the upcoming issue:

- Ten reasons to support the Expanded Bottle Bill
- Pittsfield named one of the nation's top green cities
- The state aims to reduce the use of plastic shopping bags

Join MassRecycle for as low as \$35 a year at www.MassRecycle.org to receive the newsletter and other member benefits.

Stay in the Loop!

Make sure we email you the next issue!

- Sign up online at www.MassRecycle.org using the "Request in the Loop" button or,
- Send a blank email to info@massrecycle.org with *In the Loop* as the subject line.

Save the Date!

MassRecycle's 3rd Annual

Green Office Conference

June 23, 2009 • 8am-2pm • UMass Boston

- **Exhibit hall** of eco-friendly product & service vendors • **Workshop sessions** with practical advice on going green • Opportunities to win **FREE environmental consulting services!**

Visit www.massrecycle.org/greenoffice for conference updates and registration.

Send a blank email to megan@massrecycle.org with "Green Office" as the subject to receive conference updates.

Interested in exhibiting? Contact megan@massrecycle.org or call 617-312-5671.

Win Our Recycling Quiz

Test your recycling knowledge with MassRecycle's recycling quiz! All entries submitted by **April 25th** will be entered into a drawing to win a MassRecycle tote bag. Email your answers to megan@massrecycle.org



Which state was the first to pass a Bottle Bill that required refundable deposits on bottles and cans?

- a) Massachusetts b) Oregon
- b) California

How many jobs does recycling support in Massachusetts?

- a) 3,000 b) 7,000
- c) 14,000

How many Massachusetts communities do not offer a municipal recycling service?

- a) 5 b) 19 c) 30

Send your response today! **Deadline: April 25.**



Printed on recycled paper. Please Recycle.



Recycling Pledge

- ☐ I pledge to learn what materials I can and cannot recycle through my town's recycling program
- ☐ I pledge to lead by example in my neighborhood by using my town's recycling program to its fullest
- ☐ I pledge to call, write or email my state legislators to ask them to support the updated Bottle Bill, H3515, and to use the additional revenue to fund recycling programs
- ☐ I pledge to tell 5 friends and relatives that recycling is the easiest thing they can do to slow global warming

Name _____

Address _____

City/Town _____

Email _____

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Name _____

Address _____

City/Town _____

Email _____



Today, Massachusetts residents and businesses create more waste than ever before: 1.3 tons per person per year. More than half of all recyclable and compostable items end up in the trash. Not recycling these items costs local governments to spend over \$100 million to landfill and burn recyclables.

Learn what you can do today by visiting www.massrecycle.org or emailing info@massrecycle.org.

From: _____

To:
MassRecycle
60 Thoreau Street, #203
Concord, MA 01453

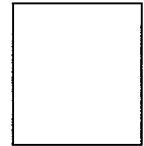


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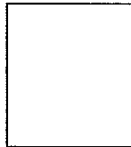


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